



# ApproXie Health

[www.approxie.com](http://www.approxie.com)  
Huntsville, AL

*ApproXie is a mobile first on-demand software solution that provides access to healthcare through digital connectivity for BOTH patients and providers.*

## Problem Your Startup Addresses

The demand for healthcare services is growing and our ability to access professionals in these fields continues to become more difficult. Imagine that you are a parent and your child gets sick. You may have to take off of work a little early, only to find out that your Pediatrician can't see you until tomorrow. You rush over to the walk-in clinic only to realize the waiting time is around 3 hours or they refuse to see you because it is already 5:30PM. You take another day off of work to see the Pediatrician which costs you time off work and lost wages. ApproXie Health solved this problem by making a visit to the doctor as easy as booking a taxi. ApproXie is an on-demand service platform that will match your health needs to professionals who are free to see you quickly. You can think of our service as a virtual waiting queue.

## Customer and Potential Market

The US Healthcare industry is a \$3 trillion market and growing. There are an estimated 10 million annual visits to retail clinics such as urgent cares. That figure only comprises 2% of the total primary care visits scheduling in the US.

## Competitive Landscape

Innovation in healthcare is gaining a lot of traction. 2015 was named the year of healthcare startups. Companies such as ZocDoc, HealthTap, AmWell, OneMedical, MDLIVE, and ect offer services from scheduling to telemedicine. However, our platform is unique in that we are centered around a mobile application that has a unique framework. ApproXie Health platform displays some of the best features of each company with service offerings to make the life of both the patient and provider easier.

## Solution and Competitive Advantage

Although many want to compare ApproXie to the "Uber" of healthcare, we are unique in that we use multiple frameworks to realize the efficient matching service algo. In reality, we are a combination of several frameworks and business concepts. Thus, we are the best of the best frameworks. Our team will have a first to market advantage. In addition, the founder of this healthcare vision is a physician. The problem with integration of technology in healthcare is the gap between physicians and software experts. In this case, a physician is the developer of the software which is rare.

## Revenue Streams

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## Revenue Streams

Initially, we have a commission based model. After gaining traction, we are going to also offer SaaS model and improve features to take advantage of monthly and annual revenue strategies. After demonstrating a successful pilot program, we will be able to use data collected to optimize pricing models for physician practices similar to priceline for hotels.

## Team

Our team is comprised of movers and shakers whose vision it is to change the way we access healthcare. Don't let our average age fool you. Our team is well beyond their years in both entrepreneurial experience and academic acumen. Dr. Nemil Shah is founder and practices both in Urgent and Primary Care settings. Noah Huber-Feely, technology officer, is a self-taught wiz kid who is only 17 years old but has learned over 10 coding languages. Brandon and Amanda Kruse, sales and marketing, are serial entrepreneurs who continue to build successful companies. Brandon sold his VoIP company, DialMaxx, to MagicJack before he was 20 years old. Amanda is gaining more momentum and realizing high and higher levels of success in her online boutique clothing store, Discount Diva's.

- Nemil Shah, MD [LinkedIn](#) [nemils@gmail.com](mailto:nemils@gmail.com) Founder and CEO
- Noah Huber-Feely [LinkedIn](#) [nhuberfeely@gmail.com](mailto:nhuberfeely@gmail.com) Co-Founder and CTO
- Brandon and Amanda Kruse Co-Founders, Sales/Marketing
- Sudheer Kantarajpur, MD Advisor, Early Investor

## Funding

Bootstrapped and self-funded; just recently started to seek active investments from large seed and venture funds.

## Stage

We are currently in the beta phase and hope to transition within the next month to the iOS store and revenue generating website. The pilot program will be established will local physicians in urgent and primary care.